



CENTER CITY AUTHORITY

Governance and Sustainability Committee

Unapproved Meeting Minutes ~ Wednesday, April 9, 2014

8:00 A.M., City of Midland Council Overflow

Members Present: Ginis, Lynch, Marquiss
Members Absent: Chappel,
Staff: Selina Tisdale

Ginis moved, seconded by Marquiss that minutes from March 12, 2014 Governance & Sustainability committee meeting be approved. Motion passed.

Committee reviewed the center city email survey results. The following topics were discussed:

- Respondents identified traffic as both a benefit and a concern for businesses. City needs to understand what the specifics behind concerns with “flow and speed” are in order to help address problems;
- Entrances and egresses to property were identified as concerns. Curb cut issues are generally private property owner decisions and private property owner expense, the city only gets involved when property is being rebuilt, event then in a limited capacity;
- Selina will ask Lee to develop a consolidated report combining the focus group and email survey results that Jon can utilize with the foundations. Need by April 16.
- Based on survey input, the Physical Improvements committee should identify and prioritize projects they would like to see pursued. Focus on the what, when and how much of the proposed projects.
- It would be nice to know the customer angle of why they do / don’t frequent center city businesses and align with what the business owners have responded.
 - Similar survey was done several years back; Selina will look for information
 - Possible project for Northwood University Marketing class.

Tisdale provided an update on the signs project. Banner brackets are being fabricated into the design; waiting for final drawings and estimates. Banners will be 2’x4’ and aligned flush to the top of the fixed signage.

- Tisdale will work with City Engineer Brian McManus on repainting issues and Center City signage font adjustments.

Physical Improvements is interested in moving forward with looking at scenarios of levying a millage or administering a SARA and its affect on property owners. Tisdale will work with the city assessor to accomplish. Tisdale will also look at a Circle Principle Shopping District assessment that was looked at in 2004.

Reviewed the draft agenda for the April 16, 2014 Center City Authority board meeting.

Adjourned: 8:50 a.m.

The next meeting is Wednesday, May 14, 2014 at 8:00 a.m.